



2020 ANNUAL REPORT





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SAMSAT MISSION:
TO INSPIRE MINDS
TO INNOVATE
THROUGH STEM.

MESSAGE FROM THE CHAIRMAN

SAMSAT achieved great things in 2020 despite the many obstacles. After a bustling 2019, we ended the year finalizing the merger with SASTEMIC, a move that amped up the education pillar of SAMSAT'S mission. We were perfectly positioned on the runway with engines running-up ready to take SAMSAT to the next level in 2020.

We kicked off the year by hosting a convening of the STEM Learning Ecosystem and the Henry Ford Museum Invention Convention at SAMSAT with over 400 STEM instructors, professors and students in attendance from around the U.S. and the world. In March we welcomed a new CEO, Doug King. With tremendous assistance from the Lifetime Members of the Institute of Electrical and Electronics Engineers, we installed a new simulated Cyber Security Operations Center exhibit in the Museum.

We upgraded our network infrastructure to support the expanding mission, conducted a full range of explore-and-do programs for students, and got our Summer Camps ready to roll. Then the whole world changed as the spread of COVID-19 forced closures and completely changed how we could offer STEM programming for students.

The SAMSAT education team pivoted quickly, persevered and developed online Summer Camps and educational classes that reached more than 6,700 students during the year. Additionally, they created a new online badging experience, SAMSAT Academy, focused on STEM topics, career development exercises and mentored projects – a first step down the pathway to future careers. And they hosted the STEM City Global Summit for more than 100 leaders from around the world for a virtual discussion of how their efforts can transform the futures of their communities and their countries.

Developing a capable workforce through STEM education has always been a part of our mission. Thanks to a generous donation from Port San Antonio, 2020 allowed us to transform lives of students and adults through the launch of a new 27,000 square foot SAMSAT Education Center. The new space is great for student STEM programs,

and for workforce development training of all types. Our first adult computer literacy classes started in early 2021.

Despite having to close the museum and considerable loss of revenue, I am proud that we covered costs for the year. Thank you to ALL our supporters who made that possible. I am also confident that SAMSAT's many achievements and growth in scope in 2020 will lead to even more impact on the community in 2021.

There is more on the horizon! In March of 2022 we will open a 30,000 square foot SAMSAT expansion in Port San Antonio's magnificent new Innovation Center. There we will create an engaging family experience, showcase additional new exhibits, broaden our exploration of STEM for learners of all ages and cement our image as being the most innovative and highest-tech museum in the region. We look forward to seeing you in person very soon!

David Monroe
Founder & Chairman of the Board



SAMSAT IS

Inspiring What's Next Through...



Education

Fueling Futures

Through exploration of the past, present and future, SAMSAT's STEM education programs inspire young minds and promote innovative thinking.

- ▶ More than 120,000 students served since our founding
- ▶ SAMSAT Academy Badging Programs
- ▶ Online Classes in 25 topics
- ▶ SA Smart: The Mayor's K-12 Smart City Challenge
- ▶ Invention Convention
- ▶ Explore & Do Tours
- ▶ Geekbus™ Mobile STEM Lab



Workforce

Transforming Careers

In 2020, SAMSAT extended its services to include adult workforce education. This important community initiative allowed SAMSAT to transform the lives of the unemployed through training at the David Monroe SAMSAT Education Center and training hub. Now, SAMSAT can help inspire what's next, from K through gray.

- ▶ David Monroe Education Center
- ▶ Computer Literacy for the Workplace
- ▶ Digital Academy
- ▶ Educational & Workforce Training Partnerships



Innovation

Inspiring Minds with Exploration

SAMSAT knows that inspiring innovation through STEM programming, education and training will develop a capable STEM-focused workforce that will fuel the future of aerospace, cybersecurity, IT, medical and other STEM related industries that are booming in San Antonio.

- ▶ Hands-On Exhibits
- ▶ Cyber Security Simulator
- ▶ Tech Artifacts
- ▶ Technology Showroom
- ▶ Demonstration Classrooms
- ▶ Event Spaces



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THE EVOLUTION OF OUR PROGRAMS



SAMSAT kicked off 2020 inspiring young minds through hands-on, in-person STEM programs like Explore & Do Tours, Geekbus visits and sponsor-funded programs leading students and parents to consider STEM education and careers. February marked the new Security Operations Center (SOC) launch, which allows visitors to engage in cyber threat simulations. All that came to a screeching halt as COVID-19 forced the nation to shut down, keeping children at home, and eliminating our ability to connect in-person with students.



While circumstances changed quickly, the SAMSAT education team did not miss a beat. We developed SAMSAT Online, free online STEM courses. Through SAMSAT Online the education team provided more than 4,000 children FREE online learning experiences in 2020.

JAN

Over the summer, the education team continued to engage students through various online summer camps ranging from dinosaurs to epidemiology. In August, SAMSAT also launched an internship program aimed at older high school students and young adults. While interning, students rotated working with staff members in various departments within SAMSAT. They completed specific tasks and projects, showcasing education, skills, training & support that is available to pursue various STEM career pathways.



As the fall approached, it became evident that online programming was here to stay, resulting in the team's development of SAMSAT Spark & SAMSAT Academy, which officially launched in September. SAMSAT Academy takes students through a series of classes, learning about local careers and completing a small project, culminating in a SAMSAT badge. This badge becomes a permanent part of a student's portfolio and resume, something they can use when they apply to education programs, internships, and to college.



DEC

Through various community partnerships and generous donors, SAMSAT Academy took off and by the end of 2020, the SAMSAT Education Team had fully developed and executed the following badging programs:



Boeing Aerospace Badge



CPS Energy's Smart Energy Education Badge



CyberSOC Badge



Space Badge



Photography Badge



Paleontology Badge



Broadway Bank Computer Literacy for the Workplace (for adults) Badge

Quick Stats

6,751

total students served in 2020

4,190

students served through
SAMSAT Online

44% Male

56% Female

COMMUNITY COLLABORATIONS

Community partnerships fuel many of SAMSAT's programs, amplifying our reach in the San Antonio community. During 2020, SAMSAT along with our various community partners were able to deliver multiple programs.



SA Smart: The Mayor's K-12 Smart City Challenge 2020 Topic: Digital Inclusion

In partnership with Mayor Ron Nirenberg, Communities in Schools of San Antonio, the city planning and innovation departments, Geekdom, CivTech SA and the Digital Inclusion Alliance of San Antonio, SAMSAT successfully implemented the third SA Smart challenge that tackled the digital divide.

325

students participated

78

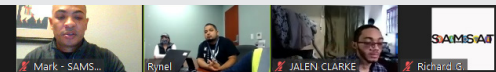
total teams

8

school districts

Boeing Academy Laptop Program

Along with Boeing, we awarded students a laptop after completing coursework in a variety of STEM subjects. 413 student engagements led to the award of laptops to 25 students (some awarded in early 2021). Boeing employees also served as mentors to the students, an important addition in our 2020 program.



The STEM People of Boeing San Antonio

San Antonio Engineering Team

Liaison Engineering





Impact SA Grant – Preparing Students for STEM Careers

Thanks to an Impact SA Support grant, SAMSAT partnered with Edgewood, Harlandale and South San ISDs to encourage 8th grade students to pursue a STEM track in high school via the High School STEM Endorsement.

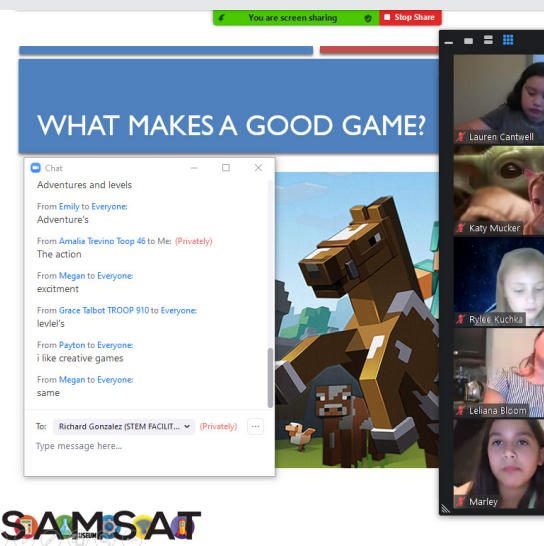
509
students participated

89
teachers and parents served

Analysis: 55 more students choosing STEM endorsement, with a lifetime potential for \$33 million above average in earnings over a 20-year STEM career.

Girl Scouts Video Game Design Coding Club

This program engaged twenty-eight Girl Scout Juniors (4th & 5th grade) from across the region. They met virtually once a month for five months to complete the course. Upon completion, participants designed their own video game using the *Scratch* programming interface.

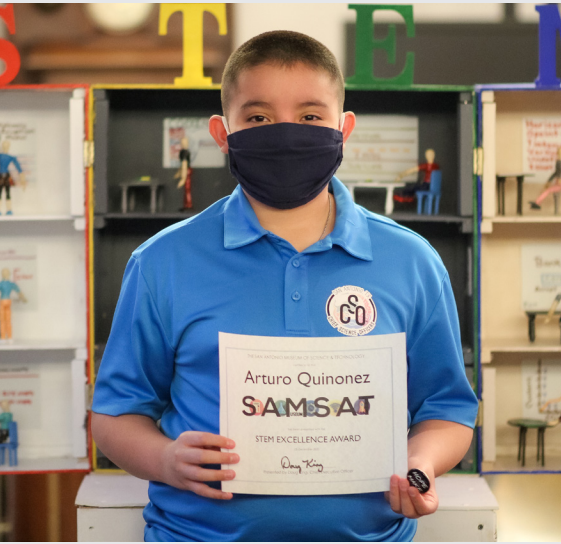


Invention Convention

76 students from two local San Antonio schools participated in the first San Antonio Invention Convention during the global STEM Learning Ecosystems convening.

Additionally, SAMSAT was named the first Texas affiliate and has the privilege of growing the program statewide, representing Invention Convention.





IDRA Chief Science Officer Program Mentorship

The IDRA Texas Chief Science Officer (CSO) Program challenges teens to create action plans that promote STEM education in schools and communities. After the pandemic, Arturo wanted more STEM-related experiences and mentoring, so he reached out to SAMSAT to help him with his project that highlighted 12 careers in science, technology, engineering and math. Arturo also participated in the SAMSAT Internship program.

Additional community partnerships include:

- ▶ IEEE Volunteers
- ▶ CPS Energy
- ▶ 3M
- ▶ Palo Alto
- ▶ BrownSTEM
- ▶ SAMMinistries
- ▶ San Antonio Housing Authority

Engaging Globally

SAMSAT's Education Team is engaged on the global stage, providing thought leadership for policymakers to teachers and students about how STEM education fits into the priorities of cities and regions, and how cross-sector partners can band together to create great STEM education experiences for students.

- ▶ **STEM City Global Summit: Connecting K-12 Education to the Challenges of the Real World – San Antonio, Texas**
- ▶ **Making STEM Cities: Education Ideas and Strategies, for Policymakers to Students – New Delhi, India**
- ▶ **Evolving Paradigm of Higher Education Amidst a Coronavirus Pandemic - New Delhi, India**
- ▶ **STEM Career presentation at PIO IX Technical School in Buenos Aires, Argentina**

EDUCATING K THROUGH GRAY



Through the San Antonio Recovery & Resiliency Program and the Bexar County Strong Program, SAMSAT extended its services to include adult workforce education.

Thanks to a generous donation from Port San Antonio, SAMSAT launched the David Monroe Education Center in September.

" There is no better investment than education. Opening the doors of inspiration and learning for young people as we have been doing since we began on the Port campus is already putting thousands of students across San Antonio on a path to success. Now, with the upcoming training center that we will launch in a matter of weeks, we will be able to take another important step by applying the same principles and open doors for adults across our community, especially at a time when it is needed most."

Doug King, CEO



SAMSAT quickly partnered with Workforce Solutions Alamo (WSA) and fellow Port San Antonio resident company Dynamic Advancement (DA) to develop training and placement programs for in-demand skills in the region, including critically targeted occupations in IT/computer support, business operations management and human resources administration.

County Judge Nelson Wolff, Mayor Ron Nirenberg, Councilwoman Dr. Adriana Rocha Garcia and other community leaders announced the new workforce training initiative at a socially distanced press conference in October. The event also celebrated the first and current cohort of

students who began training at the new SAMSAT facility.

This important community initiative allowed SAMSAT to transform the lives of the unemployed through training at the SAMSAT Education Center and training hub. Now, SAMSAT can help inspire what's next, now from K through gray.

Digital Training Programs

Late in 2020, SAMSAT developed two digital training programs that launched in January of 2021.

- ▶ **Computer Literacy for the Workplace Sponsored by Broadway Bank**
- ▶ **SAMSAT Digital Academy Sponsored by Microsoft**



MEDIA SNAPSHOT

All of the great things SAMSAT accomplished got the media's attention.

- ✓ San Antonio Tech Museum's New Leader Aims for Growth in New Facility
- ✓ San Antonio 8th-graders' wifi bus proposal wins citywide challenge seeking ways to close digital divide
- ✓ Port SA announces new training hub to help workers displaced by pandemic
- ✓ Innovation hub coming to Port SA
- ✓ San Antonio Museum of Science and Technology Offers Online Robotics
- ✓ Dos Latinas Spotlight: SAMSAT and Port San Antonio
- ✓ KSAT: SAMSAT adds new video classes to meet demand for distance learning
- ✓ Startups San Antonio: SAMSAT CEO Growing Early-Stage Science and Tech Museum into World-Class STEM Institution

Media Impact

45

pieces of coverage

51.8

million total impressions

352,184

online impressions

3,164

social shares of media coverage

- ✓ Officially launched SAMSAT Scoop monthly newsletter
- ✓ Continually told our story through regular blog content on the website

TESTIMONIALS

Students



"I really love ALL of the classes. I keep attending because I keep learning new stuff!"

McKenzie, 8 years old



"I enjoy the SAMSAT classes because they cover topics not usually covered by online classes, even those by other science museums or societies"

Elijah, 14 years old

TESTIMONIALS

Parents



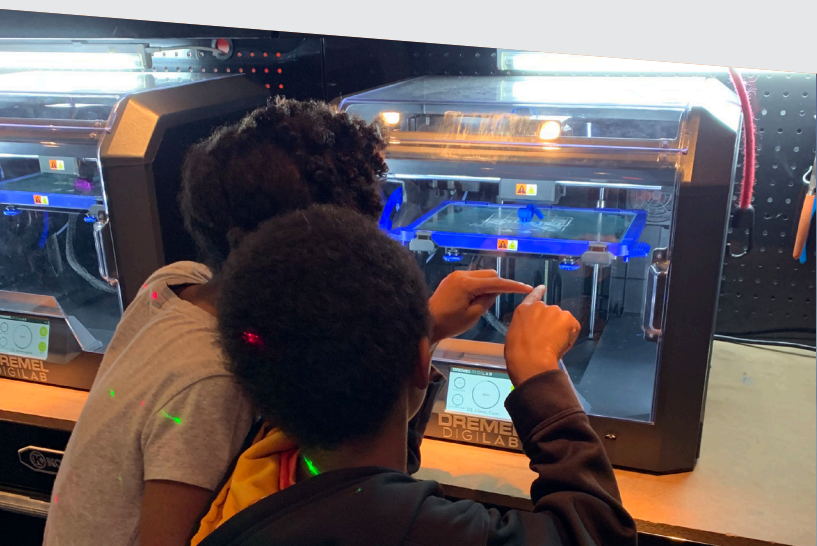
"SAMSAT's online classes have been such a blessing to my family. The topics are varied and run the gamut from space to the human body to even photography. Both of my kids [Michael and McKenzie] are always so excited whenever it is a SAMSAT class day. My son enjoyed them so much that his younger sister now wants to sit in on his classes."

Danielle Bell, Parent



"SAMSAT's science workshop covers a fascinating array of topics like forensics, ciphers, robotics, programming with Scratch, photography, backyard astronomy, and more! All of their courses have fueled my kids' curiosities."

Amber Cockey, Parent



TESTIMONIALS

Student Interns



"During my time as a marketing intern, I developed a multitude of professional skills. But most importantly I learned the importance of education as a means of creating a brighter future not only for a child but for their families and the community as a whole."

Anna Louise, SAMSAT Intern



"Futures don't make themselves; you have to create them. Throughout this internship, I hope to take what I learn and apply it to my future endeavors. I feel that this knowledge will give me a good background and allow me to be a step ahead with my future career. I have already learned about the SAMSAT business environment, and how to be flexible when challenges occur. Everyone has given me advice about working in a business, my senior year, and about college next year. I'm glad I am able to have the staff at SAMSAT as mentors."

Daniella, SAMSAT Intern

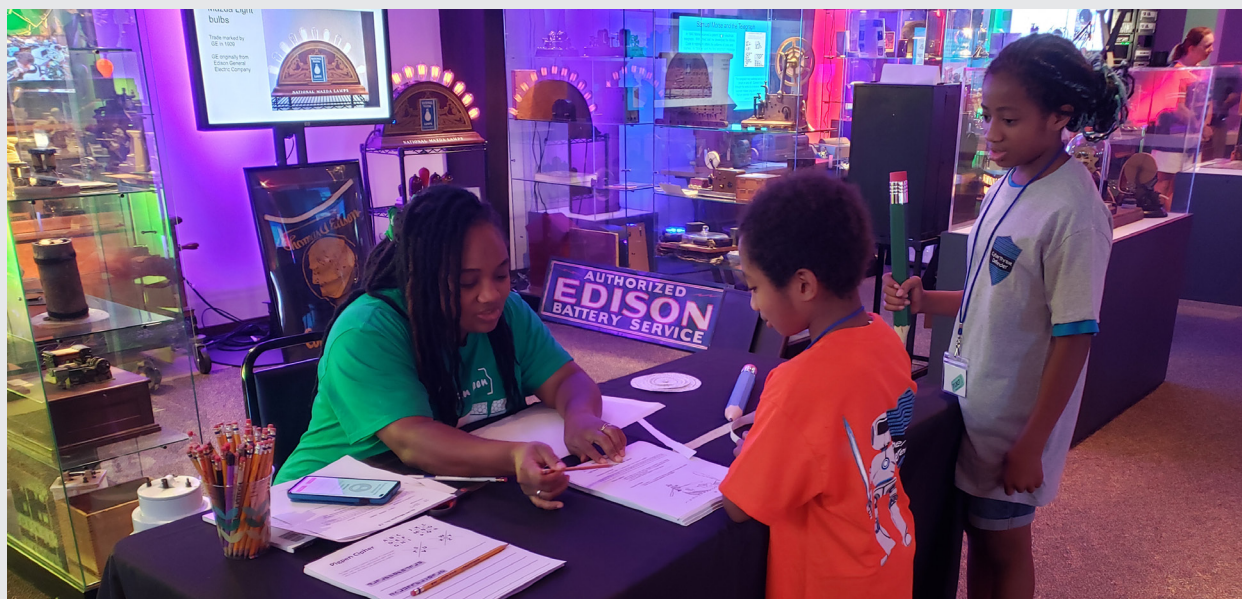
TESTIMONIALS

Partners



"Our partnership with the San Antonio Museum of Science and Technology aligns wonderfully with our goal of creating girl leaders in STEM and helping bridge the gender gap by ensuring that girls of every age have opportunities to participate in progressive, multiyear STEM experiences. These girls will work with SAMSAT staff to earn their Coding for Good Badges and explore how computer scientists create programs and video games that can help others"

Rachel Vara, GSSWTX STEM Program & Curriculum Coordinator



BEYOND 2020 VISION

Next spring, Port San Antonio will open its new Innovation Center, a 130,000 square foot public facility that will serve the entire community. A broad variety of events from concerts and conferences, to educational programming and computer gaming will fill its 2,500 seat arena and food court daily.



BEYOND 2020 VISION

SAMSAT will inhabit 30,000 square feet of the Innovation Center. Here visitors can explore the past, present and future of STEM in an interactive and engaging environment.

Hands-On Exhibits



Cyber Security Simulator



Tech Artifacts



Technology Showroom



Demonstration Classrooms



Event Spaces

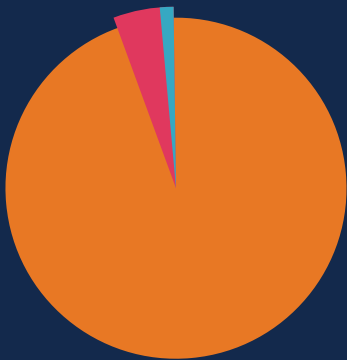


SAMSAT will collaborate with key technology companies and educational partners to open an immersive experience and Technology Showcase in the Center that will inspire visitors about a future they can barely imagine and how to prepare for it. We will continue to use our Education Center to expand youth and adult programming.

2020 FINANCES

Revenue

\$737,000



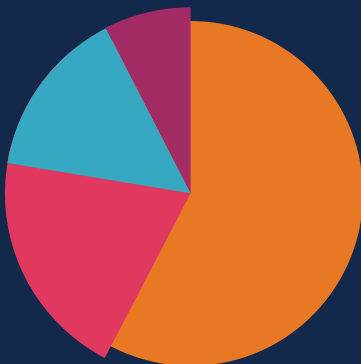
88% Contributions/Grants/Sponsorships

10% Educational Program Fees

2% Other

Expenses

\$683,000



60% Educational Programming

20% Facilities & Maintenance

12% Administration

8% Fundraising

2021 BOARD OF DIRECTORS

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Corina Zamora

STEM Facilitator

Shawn Love

Special Projects

DONORS & SPONSORS

FUELING OUR MISSION

We are deeply grateful for our supporters who have enabled us to “inspire what’s next” through STEM. Due to their generous donations, we continue our mission to transform the San Antonio community.

Individuals

Carlos Alvarez	Scott Gray	Eric Patenaude
Charles Amato	Adam Hamilton	Raul Reyna
Jon April	Anthony Hamlin	Terence Rice
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Justin Godfrey	Ambika Natarajan	Sylvia Webber
Michael Godfrey	Ranjana Natarajan	West Winter
Beth Graham	Don Needham	Sam Ximenes
Evan Gray	Tom O'Brien	

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CPS Energy
JBSA-Lackland
IEEE Life Members Fund
Kelly Heritage Foundation
Lift Fund San Antonio & Bexar County
Medtronic Employees
Microsoft
Port San Antonio
San Antonio Area Foundation
▶ Dan & Gloria Oppenheimer Fund
▶ Matt & Catherine Reedy Charitable Fund
▶ Albert & Denise Trujillo Family Fund
SA Report - Education Forum V
St. Paul & Minnesota Foundation
▶ The Karuna Fund
Target The GoodCoin Foundation
US Small Business Administration
USAA Employees

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Jerry & Barbara Cowan
Dr. Ernest Franke
Robert E. Harris
Johnson Controls
Marathon Petroleum
Merck
David Monroe
SRO Associates
RX Technology
Jeff Diamond
SAMMinistries
Santana Group
Juan Solis
Taylor West Advertising
Dan Teal
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Want to Help Inspire What's Next?

SAMSAT knows that inspiring innovation through STEM programming, education and training will develop a capable STEM-focused workforce that will fuel the future of aerospace, cybersecurity, IT, medical and other STEM-related industries that are booming in San Antonio.

Your Support Will Fund the Future of San Antonio Through STEM!

Visit www.samsat.org/donate to make a contribution that will transform lives.



SAMSAT

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